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TMB

2-27-02

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Harry E. Emerson, III, et al.

Group Art Unit: 2162

Serial No.: 09/477,936

Examiner: James W. Myhre

Filed: January 5, 2000

**SYSTEM FOR MODIFYING AND TARGETING ADVERTISING
CONTENT OF INTERNET RADIO BROADCASTS**

Docket No.: 0021-46

Morristown, N.J. 07960

January 16, 2002

Assistant Commissioner for Patents
Washington, D.C. 20231

RECEIVED

Sir:

FEB 20 2002

Technology Center 2100

AMENDMENT UNDER 37 C.F.R. 1.111

In response to the office action dated October 25, 2001, in the above-identified application,
please amend the application as follows:

IN THE CLAIMS

Add new claims 10-12 as follows:

10. A method for substituting replacement radio commercials in place of a plurality of broadcast radio commercials on an Internet radio program broadcast by a radio station to an Internet hosting service, comprising the steps of:

(a) generating a plurality of replacement radio commercials of various predetermined time lengths, whereby each replacement radio commercial has an associated time length and a commercial type;

(b) digitizing said replacement radio commercials and said associated time lengths;

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